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Contact:
Derek Anglin, Elliott Homes
Email: d.anglin@elliotthomes.com
Phone: 480-831-9200

ELLIOTT HOMES GRAND OPENING EVENT FOR TWO COMMUNITIES IN LAVEEN THAT INCLUDE SOLAR ELECTRIC ENERGY

Laveen, AZ – September 16, 2010 –Elliott Homes is putting its finishing touches on the model complexes of two separate communities in Laveen with a Grand Opening event scheduled for Friday, October 29th. The event will be from 1:00-4:00pm at The Estate Series at Riverwalk community located at 55th Ave and Southern Rd.

The event will include a brief speech by **Vice Mayor Michael Nowakowski** on the City of Phoenix's push toward "Sustainability" and the benefits of a builder such as Elliott Homes providing "Green Initiative" construction at realistic pricing for homebuyers.

Homebuyers at either the Riverwalk Estate Series or Parke at Laveen Meadows, located at 67th Ave and Baseline, will not only include Solar Electric Energy but also a vast array of features and products that contribute to a smaller carbon footprint.

Some of the features highlighted by these homes include:

**American Solar 2.52kW or 2.73kW Solar Electric Package
Monier Energy Efficient Roof System
Rinnai Tankless Water Heater
Radiant Barrier Sheathing
Low-E Dual Pane Vinyl Windows
Whirlpool Energy Star Appliances
Programmable Thermostat
13 and 14 SEER A/C Units**

Both communities are able to boast floor plans that earned between a 38-47 on the Home Energy Rating System known commonly as (HERS). On the HERS chart a home that has a score of 100 is simply "built to code" by industry standards and a home that scores a 0 is completely self-sustaining. As a matter of example, a home that is Energy Star rated simply needs to have a score of 85 or lower. With a score of 37, Elliott Homes is able to demonstrate the construction of a home that is 63% more energy efficient than most homes being built today.

Parke at Laveen Meadows is focused on providing the home of tomorrow to first time home buyers as the prices start at \$122,000. While the Estate Series at Riverwalk is likely for the "move-up" buyer and includes oversized, wide lots which give home owners between 21'-65' feet between every home. The prices begin at Riverwalk begin at \$165,000 for this community and feature three floor plans that are all single story.

Elliott Homes has been building homes in South Phoenix since 1979 when it opened its first community at 16th Street and Southern, and has continued to be committed to providing the highest quality home at affordable prices. Elliott Homes' owner, Harry Elliott III, stated "It simply doesn't make sense to ignore the need to reduce our energy waste in the construction of homes and while we are at it we may as well find ways to produce energy at the same time. In a time where we need to redefine our product for the future, solar electric energy makes the most sense."

Homebuyers will be able to benefit from the purchase of an Elliott Home with solar electric energy in three ways. Initially they are able to purchase a home today with solar power included in the base price of the home, each month from that point they will begin to see dramatic differences in the utility expenses, and lastly they will be able to file for the federal tax credit of 30% of the cost of the solar powered units (\$4,800-\$5,250).

The Grand Opening event will only last a few hours, but will include the opportunity to meet with select "Green Initiative" vendors and experience the "Demo Garage" which has multiple displays to help understand how the included features improve construction methods, reduce energy waste, and lower utility bills.

Please contact Derek Anglin, Assistant Vice President with any media inquiries, questions, or comments. He can be reached at (480) 831-9200.

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